

SUMMARY

FITRI FAJRIYANTI. Effect of Organizational Culture and Group Cohesiveness on Employee Job Satisfaction at PT Bank BNI Syariah East Jakarta Branch Office. Supervised by NURMALA K PANJAITAN and SADIKIN KUSWANTO.

Today's business competition, in the banking industry, is getting stronger, including in the Islamic banking industry. PT Bank BNI Syariah which has the most branch offices, namely 68 branch offices, is one of the top three of Sharia Commercial Banks (BUS). PT Bank BNI Syariah – East Jakarta Branch Office, as the first-class branch office (champion), needs human resources (HR) that are qualified and able to work together between fellow employees in achieving branch targets and company goals. Therefore, it is important for management to pay attention to the development and well-being of HR, one of which is by understanding employee job satisfaction. Job satisfaction is influenced by several factors including organizational culture and group cohesiveness.

This study was aimed at analyzing the understanding of employees of PT Bank BNI Syariah – East Jakarta Branch Office about organizational culture and its application, the level of group cohesiveness and job satisfaction, and the influence of organizational culture on job satisfaction. Using a quantitative approach, questionnaires were distributed to 87 employees (banking staff) of PT Bank BNI Syariah – East Jakarta Branch Office who were selected by purposive sampling. Data was collected by face-to-face interviews using a questionnaire tool and then analyzed using PLS SEM (Partial Least Square).

The results showed that the understanding of employees of PT Bank BNI Syariah – East Jakarta Branch Office about organizational culture and its application, the level of group cohesiveness, and the level of job satisfaction were considered in the high category. The most influential dimensions on each element, respectively, were the value of 'service exceeding expectations', the group integration task, and satisfaction supervision. Furthermore, the results of Partial Least Square (PLS) analysis showed that the application of organizational culture qualitatively could increase job satisfaction. Likewise, a high level of group cohesiveness could also increase employee job satisfaction. In addition, organizational culture also had a significant and positive influence on group cohesiveness.



Keywords: cohesiveness, job satisfaction, organizational culture